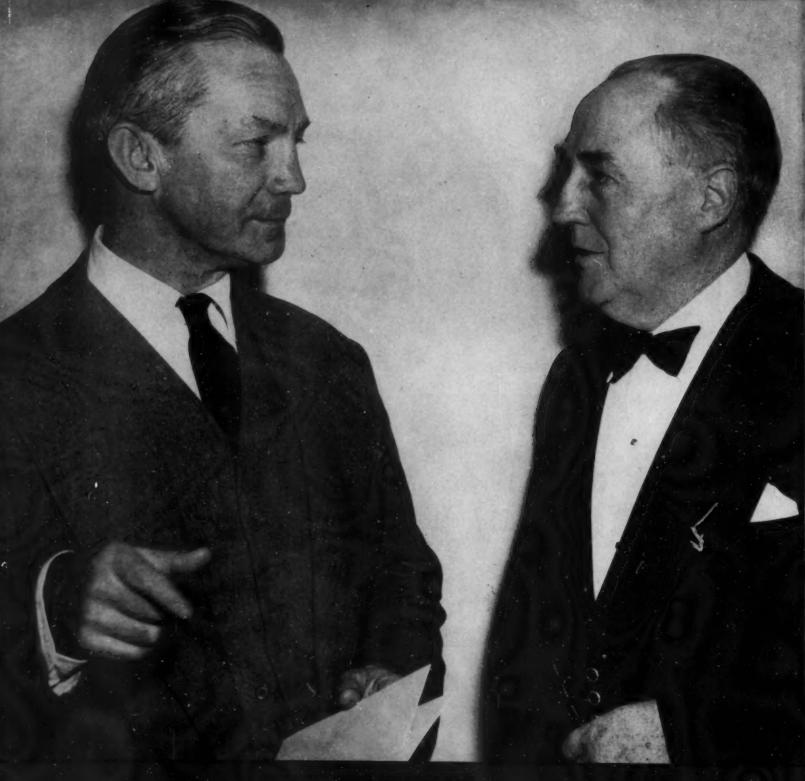
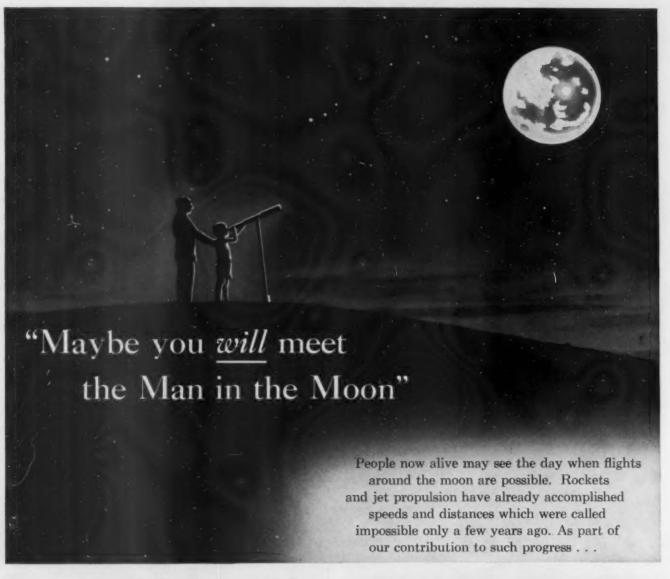


MATAZILIR FOR HVARTERS, EDITORS, AND BEDSHISHERS



C. The state of th





STANDARD OPERATES A JET FUEL LABORATORY, experimenting to help develop fuels which will improve the performance of jet engines, as we helped develop 100-octane gasoline for aviation engines. This activity is part of Standard's continuing research program, which brings you . . .



BETTER VALUES AND HIGHER QUALITY in the more than 2,000 products Standard makes. Yes, the average price of all petroleum products (Jan.-July, 1947, without tax) is down 15.3% since 1926. The total cost of living is up 22.9%. Better products and better values mean better living.

Standard Oil Company

(INDIANA)



THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXV

Founded 1912

No. 12

Thank You, Mr. President

SIGMA Delta Chi is indebted to the President of the United States and to high-ranking members of the government for much of the success of a notable convention. The Quill wishes to add its own "thank you" note to the formal expression of appreciation made by the convention.

Our young men were accorded a White House reception that will long linger in their memories of the nation's capital. Mr. Truman was both gracious and adroit in his welcome to a hundred or more embryo newsmen and their national officers.

The President's remark that the basis of all good journalism is the competent reporter is gospel in all well-conducted classrooms as well as in all able newsrooms. It came with singular aptness from the chief executive of the world's mightiest free nation. Sigma Delta Chi is deeply appreciative of that noon hour in the study overlooking the White House lawns.

THE fraternity was signally honored in having the opportunity to hear the heads of two executive departments and the chief assistant of a vital public commission. They were James V. Forrestal, America's first secretary of defense who started his brilliant career as a young newspaperman; Stuart Symington, secretary of the air arm of the new defense setup, and W. W. Waymack, veteran newspaper editor who spoke as a leader of the Atomic Energy Commission.

All pleaded the press' need to help make Americans better aware of their great and dangerous destiny in a shrunken and belligerent world. Journalists old and young appreciated Secretary Forrestal's tribute to "the implacable spirit of man." That implacable spirit is the raw material of much of the best that is worth reporting

Sigma Delta Chi was fortunate also in having its banquet speaker flanked by two of the country's most distinguished citizens. Few public affairs bring together the Chief Justice of the United States and the Senate's ranking statesman.

Senator Arthur H. Vandenberg sat down at the final dinner as a Sigma Delta Chi among his fellows. He had just been initiated as the year's national honorary member, an honor highly appropriate for a newspaperman turned leader in world affairs. Chief Justice Fred M. Vinson was our ranking guest and the fraternity is grateful for his presence.

Sentiment Can Be Useful

SIGMA Delta Chi will continue to call itself a fraternity and not a society. The roll call defeat of the structure committee's proposal for a first constitutional amendment at Washington left no doubt of how the membership felt on this. At first glance, the fury of debate looked like a tempest in something even smaller than a teapot.

As The Quill pointed out before the convention, such ancestors of all Greek letter organizations as Phi Beta Kappa and Kappa Alpha have always described themselves as societies. In earlier campus days, fraternities were formally called only by their Greek initials, as the Alpha Delta Phi or the Delta Kappa Epsilon. "Fraternity" or "society" was a convenient and interchangeable secondary tag.

But on second thought, a couple of weeks away from Washington, the delegates' seeming conservatism begins to look like a healthy phenomenon. No organization, however purely professional its aims, can object to honest sentiment about its name and its tradition. Sentiment gets about as many things done as any force on earth. Sigma Delta Chi has many things to do.

After the vote in Washington, the editor of The Quill was reminded of the stupid blunder he once made as "editor" in charge of a professional initiation. As he walked out of the meeting room with an especially hard boiled older newspaperman, he half-apologized for the formality of the ritual.

"Of course," he explained to the man who had got his education the hard way, "you must understand that this ceremony was originally devised by college boys. It probably sounded a little stilted to you."

Our "tough" newspaperman looked surprised and even a trifle aggrieved.

"Hell," he said, "I thought it was beautiful!"

Towards a Better Quill

A CTION was taken by the Executive Council at Washington to improve and enlarge The Quill. Provision was made for associate editors on an occupational basis and for advisors to aid the business manager.

The editor concurred heartily in these steps. He would like to point out that The Quill offers an unusual medium for those who wish to express themselves on the ethics, techniques and personalities of journalism. In short, he wants manuscripts.

Editor Carl R. Kesler

Business Manager Victor E. Bluedorn Associate Editors

GEORGE F. PIERROT MITCHELL V. CHARNLEY LEE A WHITE DONALD D. HOOVER FRANK W. McDONOUGH VERNON MCKENZIE WILLIAM A. RUTLEDGE, III DICK FITZPATRICK Publication Board

Luther A. Huston George W. Healy, Jr. Barry Faris

THE QUILL, a monthly magazine devoted to journalism is owned and published by Sigma Delta Chi, professional journalistic fraternity, which was founded at DePauw University. April 17, 1909. Entered as second-class matter at the Post Office at Fulton, Mo., under the Act of Aug. 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. Susscarrion Rates—Five years, \$7.50; one year, \$2.00; single copies, 35 cents. Please report any change of address dreet to our business office rather than to the Post Office. A request for change of address must reach us not later than the first week of month preceding month of issue with which change is to take effect. Duplicate copies can not be sent to replace those undelivered through failure to send such notice. With each new address send also the old one, enclosing if possible your address label from a recent copy. Office of Publication, 1201-5 Bluff Street, Fulton, Mo. Executive and Editorial Office, 35 East Wacker Drive, Chicago 1, III.

Mercilessly Tested-Found the Best

"It is the complete and sincere conviction of every member working on the continuing study that The Associated Press is the best press service available today to American newspapers."

That finding by 40 of America's ablest managing editors was reported October 22-25 to The Associated Press Managing Editors meeting in Detroit . . . The result of a 10 months' critical, day-to-day flaw-hunting study . . . Significantly, the editors' report added:

"May we say that there is no other press service which has had the faith in its own basic qualities to invite careful, critical and continued scrutiny of 40 of the ablest editors in the United States. Nor, we venture, would 40 men of the standing of the members of this committee, have been willing to invest the time to create this report for any but a mutually cooperative news gathering agency, which in the United States means The Associated Press and The Associated Press only."

THE ASSOCIATED PRESS

GUARANTEES DEPENDABLE, SUPERIOR COVERAGE

Alumni Editor

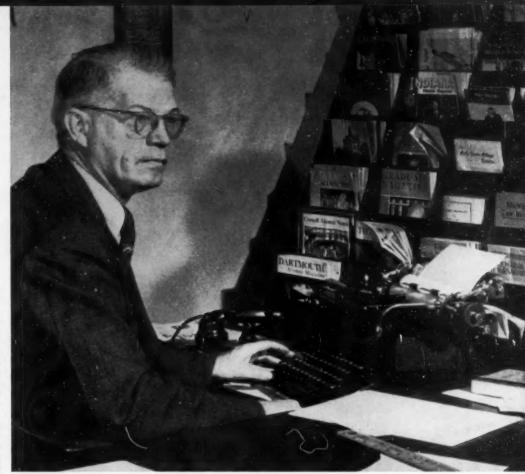
Still Hopes To Publish On Time

By T. HAWLEY TAPPING

MAGINE the cordiality with which a harried city editor, battling to meet a deadline, would greet an old home town pal just dropping in for a comfortable chat about things in general and nothing in particular! The chances are a thousand to one that the deadline would be met—and the bull session would be adjourned to a nearby tavern some time later.

Not so with the editor of an alumni magazine, particularly if he happens to be at the same time the secretary of the alumni association. And that is most generally the case. The copy has to be laid gently aside and for the next hour or so there must be enthusiastic chatter about the good old days on the campus and the current prowess, or lack thereof, of the football team.

Then the copy goes in late; the maga-



ALUMNI EDITOR AT WORK—T. Hawley Tapping at his editorial desk in the University of Michigan's Alumni Memorial Hall. He faces one of his racks of rival magazines published for college graduates from Maine to California.

THE ground floor editorial office in Alumni Memorial Hall at Ann Arbor afforded pleasant company and conversation. There a visitor from a metropolitan city room could relax, grateful for the nostalgia induced by racks of college alumni magazines and shelves of old yearbooks and other campus publications.

It struck the editor of The Quill that the editor of a university alumni magazine must have a good life. He knew there are enough of them, from coast to coast to make quite a little specialty in journalism. So he asked T. Hawley Tapping to write about his job as editor of the Michigan Alumnus.

"Tap" did—and disclosed one flaw in the seeming clear amber of his contentment. He has been trying for years to get to press on time. What with old grads dropping in and printers dropping out, he never quite makes it. But like the insect fossilized in real amber, the speck has its compensation. Alumni apparently don't care if the magazine does bring an account of the football season in basketball time. They like it, however late.

"Tap" ought to know what alumni like. He is a double one himself. He was a Michigan undergraduate, took an arts degree at the University of Iowa and returned to Ann Arbor for a law degree. He has been on the campus at Ann Arbor for nearly twenty-five years and is a director of the American Alumni Council.

Michigan alumni have known "Tap" as their general secretary—like most alumni editors he doubles in jobs—and Sigma Delta Chis have known him as a former national president for many college generations. But before that he was reporter and city editor in Peoria, Ill., and Grand Rapids, Mich., with time out to serve as an infantry captain in the first World War. The city room instinct lingers. He still hopes to publish on time some day somehow.

zine is late; the editor is disgusted; the printer is mad and the readers don't seem to mind it a bit!

From all of this it might be surmised that any similarity between a newsroom and the editorial sanctum of an alumni secretary is faintly coincidental. That's about the case. But to a Sigma Delta Chi trained as a newsman it can be most annoying, to put it mildly. To his way of thinking a magazine should be in the hands of his readers on time. Sometimes it is—most always not. And there doesn't seem to be much he can do about it.

THIS particular secretary-editor, situated in Ann Arbor, Michigan, has been tangling with the above-described formula for nearly twenty years. He still has hopes of getting an issue out on time. Maybe that happy day will come next week or next month. But probably not.

Something will happen, just as it always has in the past, and readers will be perusing the December 20th issue the day after Christmas. The one solace the editor has is that the readers will be completely oblivious to the tardiness.

pletely oblivious to the tardiness.

It all works out this way because the editor is just a part-time guy. His main job is running the alumni association. At Michigan that means directing a staff of a dozen persons and trying to operate within a budget of aproximately \$90,000. That doesn't sound very pretentious, but it is one of the largest, as alumni association budgets go.

ciation budgets go.

About a third of that figure is spent on the magazine—for salaries, printing, mailing and art. Mathematically that would seem to indicate that the fellow running the show is expected to spend one-third of his time on the magazine.

That might be all right if The Michigan

[Concluded on Page 16]



AUTHOR AT WORK-Floyd Baskette, who tells story of radio station's coverage, looks over copy from teletype in Emory University's journalism laboratory.

HE hands on the newsroom clock were nearing 10:45 p. m. Miss Alice Price, reporter for Station WMAZ, , was winding up her copy for the final local newscast when the telephone rang.

"WMAZ newsroom," said Alice cheerily

for that time of night.

The voice at the other end of the line was that of a frantic mother whose small daughter was dangerously ill in a Macon hospital with a rare type of tuberculosis.

"The doctor says the only chance of saving my baby's life is streptomycin," the mother said. "There isn't any at the

"Can't the hospital get the streptomycin?" asked Alice, glancing at the clock.
The mother explained that her daugh-

ter was a charity case and that the cost of the drug would be more than the fam-ily had. Even if the money had been available, the child's chances of recovery were so slim that hospital officials had advised against spending so much.
"We'll see what we can do," cut in Alice.

LICE first checked with the hospital to make sure the child was a pa-tient there, and then she called the family's doctor to check the facts the mother had given her. She had just time to write out a brief paragraph and hand it to the announcer who was waiting for his

"Not much chance to catch many listeners this late." Alice commented to Don Dennis, the newscaster and reporter. "Maybe we can plug it again in the morn-

ing."
Don passed up the remark and hurried

"Doing a Peach of a Job"

Georgia Radio Station Puts Local News First

By FLOYD K. BASKETTE

into the studio.' Alice sat back and turned up the speaker.

The newscast was fair-several new items, some ball scores, and a brief review of the day's news in Macon. The final item simply described the child's condition, mentioned that the patient had only a very slender chance to pull through, but that voluntary contributions would pro-vide the streptomycin and might result in a miracle.

Barely a few minutes after the end of the newscast, the newsroom phone jangled. "Here we go again," said Alice

yawning.

The caller was a liquor store operator who wanted to know where he could send his contribution to get the streptomycin. Alice told him that WMAZ would handle the donations and asked the caller to send a check, not cash.

ROM then until long after midnight the newsroom at WMAZ was swamped with calls from volunteer donors. Five of those who called wanted to finance

the entire cost themselves.

Apparently the hospital, too, had been flooded with calls. A tired worker called

the station.

"What is this?" he shouted. "We're swamped with calls. There'll be the devil to pay tomorrow when the superintendent finds out what you've done.

By next morning the response from the one item had assured more than \$1,000. The station workers stopped asking the volunteers to send checks. They simply took the callers' names and phone num-bers and promised to call if the money was needed.

The little patient received the drug treatment but failed to respond and died several days later. The reaction to the station's plea, nevertheless, proved that WMAZ had scored another human interest beat. The response was overwhelming despite the fact that the donors knew that the patient had only a slim chance to live.

OVERING local news thoroughly is one of the prime functions of Macon's 10,000-watt WMAZ. Of the station's 125 news programs a week, fifty-one are local news shows. A local name is good in Macon, a city of 85,000 persons ninety miles south of Atlanta. The city supports

two newspapers and three radio stations.

WMAZ and WMAZ-FM maintain one of
the model local news shows of the nation because its manager is a former newspaperman and believes in covering local events. His budget for local news runs as high as \$40,000 a year, but General Man-ager Wilton E. Cobb (Emory Professional) believes it is worth every cent of the expense. It is all expense, too. Not one min-ute of WMAZ's local news is sponsored.

Cobb's local news staff is headed by Ben Chatfield (Emory Profesional), who had ten years' experience on Macon newspaand who edited The Daily Pacifican while he was in the service. One of Ben's reporters is Alice Price, an honor graduate of Wehleyan College in Macon and also a former reporter on the Macon pa-pers. Another reporter is Mary Waller, a graduate of Baylor University, a former Tennessee schoolteacher, and an experienced newspaper worker.

Don Dennis (Donald P. Schrader) gain-

ed experience in the Middlewest as a re-

OWN in the Georgia peach belt Station WMAZ uses the slogan "Doing a Peach of a Job." Its outstanding claim to such performance on the air is its exceptionally thorough coverage of local

WMAZ can raise \$1,000 over night to try to save a child's life and it was first to tell Macon about its own tornado. It is done without sponsorship because its general manager and co-owner, Wilton E. Cobb.

believes local coverage is worth what it costs him.

Floyd Baskette, an associate professor of journalism at Emory University, tells WMAZ's story. He has been city editor of the Alamosa (Colo.) Courier and worked for the Atlanta Constitution and the Atlanta Associated Press bureau. He is a member of the Council of Radio Journalism, sponsored jointly by the American Association of Schools and Departments of Journalism and the National Association of Broadcasters.

A graduate of the University of Missouri, Floyd studied further at Wisconsin, where he was elected to Sigma Delta Chi. He taught at Syracuse and Wisconsin before going to Emory. He is the author of previous articles for The Quill and other publications.



RADIO NEWS STAFF PREPARE COPY—A total of 125 news programs are handled each week from this newsroom of Station WMAZ. Fifty-one are local news shows. Left to right: Don Dennis, newscaster and reporter; Alice Price and Mary Waller, reporters, and Ben Chatfield, news director. Chatfield edited the Daily Pacifican during the war.

porter and speech teacher before going to Macon as newscaster and reporter. Helen Farmer Popejoy completes the news staff. She, too, is a Wesleyan graduate and the recipient of the WMAZ award as the member of the Wesleyan radio class showing the greatest all-round promise of broadcasting.

ied sta hat tering hat ive.

Masta-one ood nety orts ons. e of tion

spa

s as Iannal) ex-nin-

Ben

had spa-ican ien's rad-

and

pa-

er, a

mer

peri-

gain

a re-

d

α

a l-

1947

Wilton Cobb still refers to himself as a newsman despite the fact that it has been several years since he was a reporter and later a sports editor for a Macon newspaper. He was secretary of the Macon Chamber of Commerce and was doing a promotional job on a local radio station when he became interested in radio.

Cobb and his partners, George P. Ran-kin and Wallace Miller, bought the near-defunct station (started in 1922) and launched WMAZ on its way. The station is a Columbia Broadcasting System affiliate. Cobb took the one-man news department in 1945 and built the department into one of the best in the country.

HE WMAZ news staff covers every assignment a newspaper does except for sex and divorce trials, small crimes, drunkenness, suicides, or driving while drunk unless the person causes damage to public property or serious injury to another person. It took time and persistence to get press privileges to all civic func-tions, but the WMAZ reporters now have access to all the local news sources. At first, the station had to contend with

public officials and others who insisted that a release time be put on news items so that the newspapers could release the news first. Cobb argued that since the hour of receiving and reading a newspapers could release the newspapers of the newspapers per varies so greatly over the city, the station should not be penalized for the pa-per's slowness in delivery or the subscriber's failure to read the newspaper im-

The detailed news can be read at any time after it is in print, Cobb pointed out. Radio's advantage, he said, was that it could broadcast the news immediately. Many of the listeners began to appreciate the station's advantage in simultaneous

PLAYS LOCAL NEWS - Wilton E. Cobb, manager of WMAZ and WMAZ-FM, is a former reporter and sports editor who continues to believe in local news when he bosses a radio station.



newscasting and called in when they had

It was a listener's tip that gave WMAZ one of its greatest news breaks—a tor-nado which tore up a half million dollars worth of property in the outskirts of Ma-

T was an unseasonably hot January afternoon. Don Dennis called from the sheriff's office to report that the sheriff had sped out of town, followed by two ambulances. Don had no other informa-tion; he guessed it was another automo-bile accident. Then came the tip from an anonymous caller. She said she lived near Camp Wheeler and was sure something was wrong because tree limbs and other

debris were flying over her head.

This message was followed by a call from a Red Cross worker who wanted to know if the station had any details on a tornado. Chatfield confirmed the story from the weather bureau, put a bulletin on the air, then took a reporter and head ed for the storm area to get a firsthand description.

By that time the volunteer correspondents in the tornado areas were beginning to call the station to describe the damage. The storm struck shortly after 3 p. m.

After several program interruptions with news flashes, WMAZ had a comprehensive roundup of the storm, plus eye witness accounts, for its 6 p. m. newscast. The story opened:

"Tornado wreckage is scattered over Macon's southeastern outskirts tonight. First official figures now being compiled show twenty-one persons hurt in the Macon vicinity, two of them seriously, and property damage estimated between two and three hundred thousand dollars."

The story located the storm, described

[Continued on Page 12]

Executive Director Reporting

Looking Back and Ahead With Sigma Delta Chi

By VICTOR E. BLUEDORN

(Editor's Note: Usually an executive director's annual report is facts, figures and recommendations for immediate and prosaic things. Victor E. Bluedorn's report to Sigma Delta Chi's recent convention was neither usual nor prosaic. So The Quill is reprinting it, with very minor editing.)

HIS is the fraternity's twenty-eighth national convention and the first ever to have been held in the East. Heretofore, conventions met in the North, the South, the West and as far east as Ann Arbor, Michigan. The majority of the meetings were held in the Midwest where Sigma Delta Chi had its origin and where most of the chapters are located.

In preparing for the work before us now, let's invest a few minutes glancing back at what has gone on before and review the progress of Sigma Delta Chi.

To briefly sketch the past, Sigma Delta Chi had its beginning on a January afternoon in 1909 when LeRoy H. Millikan, editor-in-chief of the DePauw Daily, shared an idea he had had for several months with two other staff members.

"Why not organize a journalistic fraternity?" he asked.

Other groups of undergraduates were drawn together, yet in journalism, which was by tradition the most companionable, fraternalism had been completely neglected

The idea was not greeted with enthusiasm by these two. However, when it was presented to six others, in the main they liked the idea.

Oddly enough, on the DePauw campus at the very time, two other students had talked over the possibility of forming some such club before they knew of the Millikan movement. They were William Glenn and Laurence Sloan. Toward the end of March they were invited to join in the nebulous organization.

Bill Glenn relates: "When Laurence

Bill Glenn relates: "When Laurence Henry Sloan would nocturnally come to the old Delta Tau Delta house in Greencastle, with his miniature Diffendorfer typewriter dangling from one hand and a vile stogey in the other, he had determination in one eye and resolve in the other, and a dream under his old felt hat.

"Sloan was a Sophomore in college and I, a Junior, which probably induced him to invariably seek my fraternity house, rather than his, Phi Delta Theta...
"He would sit down in the living room

"He would sit down in the living room of the fraternity house, shove the type-writer toward me and begin dictating. He loved to dictate. He has ever since. I would suggest something, and his resourceful mind would suggest something else and then we would blast the Diffendorfer into veritable shreds."



Victor E. Bluedorn

By the middle of April, 1909, a few definite ideas had crystallized in the minds of the men. Among these was the decision that only upper classmen who had done notably good work in journalism, and who expected to make journalism their life work, should be elected to the proposed organization.

Thus from the start, the professional ideal was an integral part of the organization's plan. It also had idealistic aims. It saw lofty places where the society might plant its standards. They longed dimly for better journalism, both amateur and professional; they talked of a truthful, honorable press, one not dominated by commercialism, and they believed that by planting journalistic ideals in student newspapermen they would make great strides toward their goal.

Although the DePauw men did not

Although the DePauw men did not know it, their establishment of Sigma Delta Chi was in line with a movement that was taking form throughout the country. At Syracuse University a journalistic fraternity was being formed; it grew to be Pi Delta Epsilon, an honorary organization

At Michigan, Lee A White and others were beginning to think of the need of a journalistic fraternity. At Missouri was the Dana Press Club, a strong society of journalistically inclined men At Indiana was the Press Club, which was strong enough to assure its members of newspaper positions in Indianapolis on their graduation.

So Sigma Delta Chi was simply getting in with—perhaps a little ahead of—other

VIC BLUEDORN'S convention report might better be entitled: "Sigma Delta Chi in Retrospect and Prospect." It is in large measure the result of research through old files of The Quill and other records, in which the editor of the magazine had a very minor share.

After Vic had read it during the business sessions at Washington, delegates commented that here was a fine nucleus for a fraternity manual, of value to undergraduates and professional members alike. The Quill agrees and reprints it because it both expresses the hopes of all of us for our professional future and traces the history of those hopes back to our beginnings.

Vic, who came to take the full-time leadership at national headquarters in the Spring of 1946, has just assumed the formal title of executive director as a result of constitutional changes at Washington.

But whatever his title, Vic has in a comparatively short time become known throughout Sigma Delta Chi as the worker and leader its officers expected of his brilliant record as student at Iowa State College, weekly newspaper editor and Army officer.

societies. The aggressive expansion policy adopted within a few years by Sigma Delta Chi was probably the thing that kept it so distinctly at the head of its field. It had been decided that chapters might be established in schools and colleges where a college newspaper was published and where attention was given to journalistic instruction.

A FEW weeks before Christmas, 1909, word came from a group at the University of Kansas, who had heard of Sigma Delta Chi, that they wished to know more about it. On February 22, 1910, Beta chapter was established.

Prior to the actual establishment of the Beta chapter, a query from Michigan had reached Alpha. Lee A White and others at Michigan had had ideas of their own about a national journalistic fraternity; but what they learned of the DePauw organization seemed to suit their needs. On March 18, Gamma chapter was established at Ann Arbor.

Until conventions were held, the parent chapter constituted the governing power. The second year came to a close with a petition being received from The Writer's Club at the University of Denver and approved in November, 1910. After Christmas vacation a petition was received from the University of Virginia and approved. In February, 1911, a letter appeared from the University of Wash-

[Continued on Page 16]

Convention

SDX Adds Officers, Chapters

SIGMA DELTA CHI will enter its fortieth year next Spring after a national convention that gave convincing evidence of a new level of member interest and numbers.

The addition of three first rank newspapermen to the roll of national officers further strengthened a vigorous and enthusiastic executive council. Action by the new council will lead to enlarging and improving The Quill as rapidly as new editorial and business manpower can be

Granting of three undergraduate charters brings the active chapter roster to a record of forty-nine. Several other strong petitioners have appeared in the weeks since Washington. The retiring executive council also chartered three more professional chapters, from Boston to Honolulu. This was another stride in the fraternity's emphasis on greater professional activity, perhaps its outstanding goal at this time. The vigor of debates at Washington over

The vigor of debates at Washington over both internal and external policy indicated a healthy interest in Sigma Delta Chi. With practically every chapter represented on the convention floor, each issue found both youngsters and oldsters on both sides.

SIGMA DELTA CHI chose as its honorary national president a new member who happens also to be one of the ablest and best known newspapermen in the country. Roy A. Roberts, president of the Kansas City Star, has spent more than forty years as reporter, Washington correspondent and managing editor since he left the University of Kansas for his first job on the Lawrence (Kan.) World.

His election to succeed John S. Knight is only one of a long series of journalistic rewards that have come Roy Roberts' way. He has been president of the American Society of Newspaper Editors, a member of the Pulitzer Prize Committee and the wartime OWI advisory committee, and president of Washington's Gridiron Club. He is a director of the Associated Press.

A huge man who enjoys life to the full, Roy Roberts is a paradox of shrewdness and geniality, energy and professional judgment. He finds time both to be president of one of the country's major newspapers and to be a welcoming committee to visiting newspapermen, politicians and the innumerable people who "want to see the editor." He remains above all a reporter who can still put his old punch into a Washington dispatch.

(Editor's Note—A full length profile of Mr. Roberts will appear in the January issue of The Quill.)

HARLES C. CLAYTON and Ralph E.

McGill were elected to the executive council of the fraternity to fill the vacancies made by the retirement of Barry Faris as chairman and the resignation.





NEW COUNCILLORS—Charles C. Clayton (left), St. Louis Post-Dispatch editorial writer, and Ralph McGill, editor of the Atlanta Constitution, were elected to the national governing body of the fraternity at Washington.



HONORARY PRESIDENT — Roy A. Roberts, president of the Kansas City Star, was named to the national honorary post for 1948.

nation of Donald D. Hoover. Don Hoover, former associate editor of the Indianapolis *Times*, recently left active newspaper work and felt that his status as an associate member did not warrant continuing in office. His resignation was accepted with great regret by the executive council.

Charlie Clayton, who as president of the St. Louis professional chapter represented his group at Washington and served there as chairman of the resolutions committee, has been on the staff of the Globe-Democrat since 1925. Now an editorial writer, he has been reporter and city editor.

A native of Nebraska, Charlie worked on the Lincoln Star while attending the University of Nebraska. Transferring to the University of Missouri, he was a student assistant to the late Dean Walter Williams and has since been president of the Missouri J-school alumni and a director of the Walter Williams Foundation at Columbia. He was elected to Sigma Delta Chi by the Missouri chapter.

He teaches the only evening journalism class off the campus of Missouri, in St. Louis, and also has classes at Lindenwood College for women in nearby St. Charles, Mo. The night class is an experiment carried on the Globe-Democrat building. He is the author of "Newspaper Reporting Today," recognized textbook, and confesses a novel, now in his publisher's hands.

Ralph McGill, editor of the Atlanta Constitution, received wide public recognition in 1945 as one of the three men named by the American Society of Newspaper Editors to travel 40,000 miles around the world in behalf of world press freedom. And like many other leading newspapermen, he reached top editorial position by ways of expected.

position by way of sports.

A guard on the Vanderbilt University football team in the days of Coach Dan McGugin, he edited the campus paper and later became a political reporter on the Nashville Banner. The illness of the sports editor caused him to be drafted into sports. His colorful reporting stamped him as a natural sports writer and he went on to

the Constitution to become sports editor. On the Constitution he launched a widely read sports column, "Break o' Day," in 1931. In 1938, after six months in Europe as a Rosenwald fellow, he succeeded Francis W. Clarke as executive editor. Four years later he became editor. He still writes a daily column for the editorial page, as well as special articles for the news columns of his paper.

with men, well known to the fraternity, who were already members of the executive council. Luther A. Huston, national vice-president in charge of professional chapter affairs and president of the Washington chapter, succeeded George W. Healy Jr. as president. George, managing editor of the New Orleans Times-Picayune, became chairman of the executive council and a member of the publications board of the fraternity after presiding over the Washington sessions.

(Continued on Page 12)

DOUBLE HONOR—Duane McDowell, president of the South Dakota State chapter, receives efficiency cup from Vice-president Ken Marvin. His chapter also won the professional achievement contest.

Sigma Delta Chi In Convention



FELLOWSHIP AT SMOKER—Gerald Robichaud (right), Chicago talks to three delegates at the National Press Club. The undergraduleft to right—Bernard Kaplan, Washington & Lee, John Turnblad, Stord; Roderick W. Beaton, California.

CONVENTION INITIATES—Left to right: Michael Flynn, managing editor, Washington Times-Herald; Philip L. Graham, publisher, Post; Relman Morin, Washington Bureau chief, Associated Press; Rep. Herbert A. Meyer; Senator Arthur H. Vandenberg; John O'Rourke, editor, Daily News; Herbert F. Corn, managing editor, Star; President Luther A. Huston, Barry Faris, retiring chairman.





MISSOURI HAS LA: tary of the University interview with his state pens to be the fraternit

hi

Chicago Sun, ndergraduates, umblad, Stan-

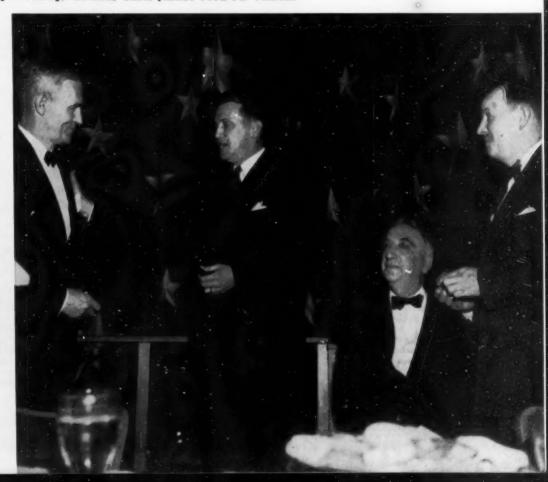


AT THE WHITE HOUSE—President Truman has his private joke with the national officers of Sigma Delta Chi. Left to right, Kenneth Marvin, Neal Van Sooy, vice-presidents; George W. Healy Jr., 1947 president, now executive council chairman; Alden C. Waite, B. C. Jefferson, councillors; Carl R. Kesler, vice-president; John M. McClelland Jr., secretary; Luther A. Huston, 1948 president, and Victor E. Bluedorn, executive director.



I HAS LAST WORD—Franklin S. Riley Jr., secre-University of Missouri chapter, enjoys a private th his state's most distinguished citizen who hapne fraternity's host at the White House.

FOR DISTINGUISHED SERVICE—Carl R. Kesler (left), Chicago Daily News, receives the Wells Memorial Key for 1947 from George W. Healy, Jr. Willard R. Smith (right), Milwaukee Journal, has just received the 1942 key (not awarded previously). Seated, Chief Justice Fred M. Vinson.



Georgia Radio

[Concluded from Page 7)

the damage and gave a graphic account from two of those injured in the storm.

More details were available for the next newscast, as well as accounts of rescues, and emergency treatments. The story was a clean break for the station. The afternoon paper went to press before news of the tornado broke. Before the morning edition of a newspaper could appear, WMAZ had complete lists of those injured, accounts of first aid work, and figures on the destruction.

URING weekdays, WMAZ broadcasts twenty-one news programs, six of which are local news shows gathered and presented by the WMAZ new staff. In addition, the station daily carries weather reports direct from the weather bureau and local market reports. The other news offerings include farm news, CBS news, and national and world news from United Press and International News Service.

An extra news show is presented on Thursday—a half hour local news feature story—prepared by the news staff. This program details several of the leading human interest stories in the Macon area and is interspersed with shorter features or briefs. Thirteen news programs are carried on Saturday, and on Sunday only seven news programs are aired, three of which are local. One of these is a society column of the air; another is a fifteen-minute review of the news of the week.

Coverage and speed are the key words of WMAZ's news policy. The verdict in an important murder trial was given at noon. WMAZ had it on the air two minutes later. On election nights WMAZ covers the returns until they are completed. For special events, such as the Lanier Hotel fire, Christmas eve services, elections or conventions, the station maintains a direct line to the source of the event. For all other news shows, the program is given from the station studio.

Cobb himself is like an old firehorse answering the bell when big local news breaks. Often he doubles as reporter and announcer. Each weekday he announces the noon news show. Not only does Cobb refuse to sell the time for local news shows, but has authorized his news director to kill any commercial spot announcement if necessary to put on a good news story. Unless the news is of extreme importance, however, it is held up until the next regularly-scheduled news program.

N addition to directing his reporters, News Director Chatfield edits all the news while he is on duty, and writes many of the local newscasts. When he is off duty, two of his reporters edit the news. Despite these precautions, dangerous copy has slipped into the newscasts, particularly items "railroaded" into the newscast at deadline.

Police stories, particularly, have to be watched, according to Chatfield. Once one of his reporters took a story from a policeman about a killing. The reporter failed to check the records of the case. The story gave the name of the person arrested on the slaying charge but fortunately did not specify whether the suspect was a junior or a senior. Father and son lived in the

same house. It so happened that the fa-

ther later was convicted.

On another occasion, a reporter got a tip that a "suspicious" character was launching a veteran's paper in Macon. The reporter checked and learned that the promoter could not possibly deliver the services he promised. The story that went on the air implied that the deal was "shady." The reporter forgot to inspect the records, which failed to show any charge against the promotor. Chatfield sweated that one out until the promotor could be appeased. The streptomycin story got statewide recognition for the station, but it called for good public relations to soothe the harassed hospital workers.

As an indication of the station's service to the community, WMAZ won the Alfred L. duPont award in 1943 for its "public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community it serves."

To Wilton Cobb, one of the most important public service jobs his station is rendering is his local news offering. Surveys have convinced him that his local shows have one of the highest listener ratings in his program schedule. To him, local news is a commodity offered by the station and cannot be bought by sponsors.

WMAZ uses as an advertising slogan a large peach, on which is inscribed the slogan—"doing a Peach of a job in Georgia." With its setup of local news, WMAZ might justify the title—"doing a Peach of a job in covering local news."

Convention

[Concluded from Page 9]

Luther, who is manager of the New York Times Bureau in Washington, is a veteran newspaperman whose career has ranged from the Far Eastern editorship of International News Service at Tokyo to the city editorship of the Washington Post. An alumnus of the University of Southern California, he was elected to Sigma Delta Chi by the University of Washington chapter while a newspaperman in the Pacific Northwest.

Neal Van Sooy, editor and publisher of the Santa Paula, Cal., Chronicle, moved from vice-president in charge of expansion to that of professional affairs.

Kenneth R. Marvin, head of the department of technical journalism at Iowa State College, was re-elected vice-president in charge of undergraduate affairs, a post in which he had quickly established a reputation as a national officer.

carl R. Kesler, state editor of the Chicago Daily News and editor of The Quill, became vice-president in charge of expansion. John M. McClelland, Jr., editor of the Longview (Wash.) Daily News, moved from the treasurer's post to that

of secretary.

Robert U. Brown, known to all daily newspapermen as editor of the Editor & Publisher, moved from a council seat to the treasurer's post. B. C. Jefferson, associate editor of the Dallas Times-Herald, and Alden C. Waite, assistant general manager of the Southern California Associated Newspapers, were re-elected councillors along with Charlie Clayton and Ralph McGill. Victor E. Bluedorn, executive secretary since Spring of 1946, took the new title of executive director.

N chartering the Benjamin Edes Association at Boston University Sigma Delta Chi acquired its first New England undergraduate chapter in a number of years. Boston's division of journalism dates back to courses first established in 1913 and its present program, based on a core curriculum followed by specialized training in a number of fields, has the approval of the ANPA, the ASNE and major regional groups.

regional groups.

The Edes Association was founded nearly twenty years ago and numbers among its alumni many successful newspapermen, among them Carl Mydans, star war correspondent-photographer for Life magazine whose pictures and stories of the Philippine conquest and liberation were familiar to millions of readers.

The University of Miami chapter is another product of the vigorous Greater Miami professional chapter. In addition to assisting the established chapter at the University of Florida, Miami spurred organization of the Fourth Estate Club at the university which was granted the state's second undergraduate chapter at Washington.

The Fourth Estate Club had quickly established a campus humor magazine, taken a hand in the enlarging of the campus newspaper and, with the Miami professional chapter, stimulated establishment of the first course anywhere in facsimile publication.

simile publication.

The University of Nevada charter was granted the Newsmen, a group of men members of the Press Club which has been active in the university's department of journalism since 1924, two years after the first courses in journalism were established at Reno. The petitioning group included many veterans with newspaper or public relations service.

The department of journalism this year

moved into its own building which includes a large newsroom, a printing laboratory and other specialized equipment. Press Club alumni number many newspapermen in Nevada and other states, including wire service bureau chiefs, Washington and war correspondents.

The convention committee on expansion reported that during the year inquiries on Sigma Delta Chi had been received from twenty-seven colleges and universities. These included the University of Idaho and Denver University whose preliminary petitions had been received favorably by the executive council.

IN addition to steps taken by the executive council to improve The Quill, the committee on publications recommended that undergraduate chapters demonstrate their interest in the magazine by encouraging submission of undergraduate articles for publication and seeking cooperation of professional members in their areas as Quill contributors.

Brandner Named To Kansas Faculty

RECENT appointments of journalism faculty members at Kansas State College include Lowell Brandner (Kansas State '14) as assistant professor. Brandner taught English in Williamsburg High Schol, owned and edited his own newspaper, the Western Nebraska Wave, and was assistant information agent with the Farm Credit Administration at Wichita. During World War II, he served with the Thirty-third Photo Reconnaissance Squadron in England, France, Belgium, Holland and Germany.

Chapters

Indianapolis Chapter Is Reorganized

HE Indianapolis professional chapter of Sigma Delta Chi was reorganized this Fall with Ben Cole of the Star as president.

Other officers are Farwell Rhodes Jr., Star, vice president, and Jack U. Thomp-

star, vice president, and Jack U. Thompson, Times, secretary-treasurer.

Stephen C. Noland, editor of the News;
James A. Stuart, editor of the Star, and
DeForest O'Dell, head of the journalism
department at Butler University, were appointed to study eligibility of Franklin
College for an undergraduate chapter.
(The Franklin application was turned
down at Washington because it was felt
the petitioning organization did not meet the petitioning organization did not meet minimum requirements for Sigma Delta

John W. Hillman, editorial director of the News, was presented with the Sigma Delta Chi medallion for excellence in editorial writing for 1946 by Donald Hoover, associate editor of the *Times* and an executive councillor of the fraternity.

Dr. Clarence W. Efroymson, professor of economics at Butler, spoke on the situation in Polestine

uation in Palestine.

Kansas Chapters Hear W. L. Laurence

HE atomic bomb has given man the HE atomic bomb has given man the means to destroy himself and the chances are only 50-50 that he will become enlightened enough in time to prevent his own destruction, William L. Laurence (New York Professional '46), science editor of the New York Times, recently told a joint meeting of Sigma Delta Chi and Theta Sigma Phi, woman's professional journalism group, at the Uniprofessional journalism group, at the University of Kansas.

Laurence, who won two Pulitzer prizes for his science reporting, was the only newspaperman allowed in "on the ground floor" of the original wartime experiments in nuclear fission which culminated at Hiroshima. He spoke at the banquet of the fraternity's 1946 convention in Chicago.

"The next five years will determine the future of civilization," Laurence said. "Only through the collective wisdom of the people will the world find a way to solve the problem of stories control." solve the problem of atomic controls

Laurence emphasized the need for trained science reporters to interpret de-velopments of the modern world. To understand these developments, they need a broad, general background and a good imagination, he said.

"It is up to journalists to forewarn the world of what is coming. Just as road signs at night tell the driver where to slow down for a curve, the newspaper man can prepare the world for changes that are coming.

The committee in charge of the distinguished newspaperman's appearance at Lawrence included William T. Smith Jr., president of Sigma Delta Chi, Allen Dale Smith, treasurer, and Marian Minor, president of Theta Sigma Phi.

THE QUILL for December, 1947



EDITORIAL WRITER HONORED-John W. Hillman (center), editorial director of the Indianapolis News, holds the bronze medallion received as winner of a top Sigma Delta Chi award for 1946. Donald Hoover (left), associate editor of the Indianapolis Times and former executor councillor of the fraternity, presented the award for editorial writing. James A. Stuart (right), editor of the Indianapolis Star, is a former national president.

Kansas State Wins Yearbook Honors

A LL-AMERICAN honors were awarded the 1947 Royal Purple, Kansas State College yearbook, according to C. J. Medlin, graduate manager of student publications. It is the twelfth consecutive time the Royal Purple has won the top rating granted by the National Scholastic Press Association.

Edited by Tess Montgomery, Salina, the 1947 yearbook won 2,055 points in its class which required 1,600 points for All-American rating. It competed with year-books from other colleges and universities with an enrollment of more than 5,000. Paul DeWeese of Cunningham, now assistant director of publicity at Colorado A & M, was business manager of the yearbook.

Sigma Delta Chis Head J-Alumni

ENE NEWHALL (Minnesota '38), Minneapolis Star city hall reporter, was elected president of the University of Minnesota School of Journalism Alumni Association at a homecoming re-union luncheon attended by 75 journalism graduates

Wallace Wikoff (Minnesota '42), Albert Lea, Minn., Tribune, was named vice-president. New directors include Quintus C. Wilson (Iowa State '25), night editor of the St. Paul Pioneer Press who received an M.A. degree in journalism at Minnesota in 1946, and Melvin G. Larson (Minnesota '40), associate editor of The Evangelical Beacon, Chicago. Tom Sartell (Minnesota '39), Brown & Bigelow, St. Paul, presided as retiring president, while Dr. Ralph D. Casey (Washington '13), director of the School of Journalism, spoke for the faculty.

Drake Sponsors High School Clinic

HE Drake University chapter of Sig-ma Delta Chi, and Theta Sigma Phi, women's journalism sorority, recently sponsored a Journalism Day clinic for high school students in the Des Moines,

Iowa, area.

Total attendance at the clinic was 126 students from nine high schools. This was the first year such a clinic has been held at Drake, but it is expected to become an annual affair.

The program included writing contests in sports, news and feature articles; se-lecting the finest high school student newspaper; and roundtable discussions conducted by journalists from Des Moines publications

Roundtable discussions included photography in the news, sports news, radio news, newspaper policies, and layout and

Reginald Coggeshall, Drake journalism professor, had on display for the high school students his collection of newspapers dating from 1695 to 1947.

Sigma Delta Chi hopes to expand this clinic in future years.

Convention Alters Constitution, By-Laws

HILE the major changes proposed in the constitution and by-laws of Sigma Delta Chi went down to roll call defeat or were tabled during the Washington convention, a number of changes in both sets of fraternity laws changes were made.

Basically these included changes in or clearer definitions of membership at both undergraduate and professional levels, of management of THE QUILL and of duties and responsibilities of professional chap-ters. Others set up the national headquarters and office of executive director, pre-viously without formal constitutional

The delegates' conservatism was shown by the fact that the nine constitutional and seven by-law sections changed, added or eliminated were passed by voice vote. On all roll call votes, amendments were defeated or tabled.

The major defeats, as reported in the November issue of The Quill, were on constitutional amendments to change the descriptive title of "fraternity" to "society," and to alter the number and titles of national officers and their rotation in officers. fice. By-law changes that failed passage covered membership dues and penalties for delinquency. These were tabled or postponed for further study of the overall dues structure of the fraternity.

HANGES in existing sections of the constitution included:

Article III, Section 2, describing a pledge emblem of a silver quill dipped in black, was eliminated entirely because it is no longer in use by undergraduate chapters

Sections 1 and 5, Article IV, classifying membership and providing for election of national honorary members, were changed to provide for fellows instead of national

honorary members: Section 1-There shall be four classe of membership, namely: Undergraduate, professional, associate and fellows. (It was made a matter of record that the term "un-dergraduate" also covers graduate stu-

ection 5-Fellows of Sigma Delta Chi shall be those men on whom the society wishes to confer high honor in recognition of their achievements in the profession of journalism. Fellows may be elected from within or without the membership. The number of fellows who may be elected each year shall be a maximum of three. Election shall be by the national conven-tion. Nominations for fellows may be made to the nominating committee, here inafter provided for, by any chapter or in-dividual member and it shall be the duty of the nominating committee to solicit nominations from all chapters prior to submitting a list of nominees to the national convention. The list of nominees for fellows shall not exceed six. A man elected to fellowship who is not a mem-ber shall be initiated by the chapter des-ignated for such purpose by the executive

Section 7 of Article IV, barring from membership in Sigma Delta Chi any member of another fraternity of two or more

chapters limited to members intending to follow journalism, was eliminated because it was not enforced and was regarded as

RTICLE VI, Section 3, setting up THE QUILL, was changed to read

Section 3—THE QUIL shall be under the immediate charge of an editor and a business manager who shall be reimbursed in a manner to be determined annually by the publications board. The editor and the business manager shall be chosen by and be responsible to the pub-lications board. The editor shall appoint such associate editors as he deems necesary, subject to the approval of the pub-

lication board.

Article IX, Section 6, was changed to read: No chapter, either undergraduate or professional, shall be considered in good standing unless it shall be represented at convention. Failure to send a delegate to convention shall not relieve an under-graduate or professional chapter of its

pro rata convention assessment.

HREE new sections were added to Article XI as follows:

Section 1-A national headquarters office shall be maintained at a location to be designated by the executive council.

Section 2-A member of the organization, to be known as the executive director, shall be chosen by the executive council to head the national headquarters. He shall be in general charge of the activities of the organization, supervising the relationship of the chapters with the national headquarters, collect dues, care for so-ciety funds and pay them out as ordered on proper voucher, keep complete ac-counts and report to the president and the executive council. It shall be the duty of the executive director to enforce compliance with the by-laws and constitution by chapters and members, to encourage the growth and expansion of the chapters, to represent Sigma Delta Chi whenever necessary as its official spokesman, and to further to the best of his ability the aims of Sigma Delta Chi. Section 3—The salary to be paid the

executive director and such other members of the national headquarters staff as are deemed necessary to carry on the so-ciety's affairs shall be determined annually by the executive council. The appointment of the executive director shall be for one year and shall be made at the first meeting of the executive council follow-

ing a convention.

HANGES in by-laws were made to read as follows:

Article I, Section 1—An installa-tion fee of fifty dollars (\$50) shall be paid by each undergraduate and professional chapter. In addition the chapter shall de-fray the expenses of the installing officer or officers.

(Note: Previously professional chapters had paid a smaller installation fee.)

Sections 7 and 8, providing for payment of moneys and collection of the same by the executive secretary, were reworded to substitute "executive director" for executive secretary, due to the change in

Article IV, Section 1-Undergraduate members shall be chosen from the junior and senior classes of the college or university in which the chapter is located. Sophomores may be pledged, but not initiated before the latter half of their sophomore year. Unclassified students whom the college administration may consider as having the equivalent of junior standing, may be admitted. Professional members shall be chosen from those men actually engaged in the practice of journalism as defined in the constitution, and who signify their intention of remaining in journalism as their life's work.

(Note—The sentences admitting unclassified students and defining the status of professional initiates was added to the

original by-law.)

DDITIONS to the by-laws or new by-

ADDITIONS to the by-laws or new by-laws were:
Article V, Section 11—Profes-sional chapters shall have as officers a president, a vice-president and a secretary-treasurer or a secretary and a treasurer. These officers shall perform the same functions as those prescribed for officers of undergraduate chapters where such functions are applicable to the profes-sional chapters. In addition each chapter shall appoint a QUILL correspondent whose duty it shall be to report local Sigma Delta Chi activities to the national journal and to assist the editor when possible in obtaining professional articles for inclusion in The QUILL.
Section 12—The officers of professional

chapters shall maintain close contact with national headquarters in matters pertain-ing to initiates, collection of dues and carrying on of professional functions. The secretary-treasurer of professional chap-ters shall maintain and keep up to date a chapter membership book and a perma-nent record of pledges and initiates and shall preserve these records with the min-

utes of all meetings in the chapter ar-chives. The secretary-treasurer will sub-mit promptly to national headquarters the names and qualifications of candidates for professional membership and shall keep such other records as national headquarters may from time to time prescribe

RTICLE VII, Section 1-Sigma Delta Chi shall carry on professional activities in the furtherance of its aims and to enhance and strengthen the pro-fessional aspects of journalism. The executive council shall encourage and assist professional chapters in carrying on activities of a professional nature and shall define and guide any program undertaken

on the national level.

Section 2—The president is authorized to appoint and assign duties to national standing committees where such committees are needed to study, investigate or otherwise function in field concerned with

journalists and journalism.

Section 3-Each professional chapter shall submit an annual report to national headquarters in which it reviews the year's activities and accomplishments. This report shall be submitted prior to the national convention.

By subsequent action the convention ordered the word "fraternity" substituted throughout any changes in constitution or by-laws where "society" had been used in the phraseology of the structure commit-tee recommending the amendments. This was done because the change in the constitution from fraternity to society

South Dakota Takes Double Honor Award

SOUTH Dakota State College made a double at the Washington convention by winning first place in both the chapter efficiency and the professional achievement contests. Each was won with a score of 100.

In the professional achievement contest Baylor University also made a score of 100 but was forced to give way to the boys from Brookings, S. D., because the chapter had not been reinstated for the five-year period required for competition.

Chapter had not been remistated for the five-year period required for competition.

Duane McDowell, South Dakota State chapter president, received his chapter's awards at the Friday night banquet before Secretary Forrestal spoke.

THE standings in the two contests and the winners of honors in editorial, feature, news and sports writing and in photography are as follows:

Chapter Efficiency (F. W. Beckman Trophy)

College	Points (total)
South Dakota State College	e 100
Iowa State College	
Oklahoma University	88
University of Washington	85
Indiana University	79
Oklahoma A. & M. College	78
Wisconsin University	77
Michigan State College	77
University of Georgia	76
Ohio State University	75
Northwestern University	74
Baylor University	74
Oregon State College	70
Emory University	67
Louisiana State University	
Southern Methodist Univer	
Grinnell College	
University of Nebraska	
University of Colorado	
University of North Dakota *Entry forms not received.	
Entry forms not received.	•

(Judging emphasis was placed especially on (1) All-around scope of chapter program and activities, (2) results of activities undertaken, (3) nature and variety of chapter program in proportion to size of university and size of chapter (4) quality of chapter membership.)

Professional Achievement (Kenneth C. Hogate Contest)

Chapter	Pct.
Baylor (reinstated 1946)	100.
Colorado	
Drake	21.052
Emory	
Georgia	86.000
Grinnell (reinstated 1946)	
Indiana	76.470
Iowa State	75.000
Iowa	
Kansas State	69.230
Kansas State	
Louisiana State	90.000
Marquette	
Minnesota	88.333
Missouri	
Northwestern	
Ohio State	55.555



Photo by John Hagai

WORLD AFFAIRS AUTHORITY INITIATED—Raymond Gram Swing (center), foreign correspondent, radio commentator and lecturer, recently became a Sigma Delta Chi at the University of Missouri. Shown with him, after the ceremony, are Dean Frank L. Mott (left) of the school of journalism and Charles E. Brown (right), president of the campus chapter.

Oklahoma A	٩.	&	I	I.	0	0	a	0			0	6	0	6		88.888
Oklahoma									0 1			4				84.615
Oregon Star	te											٠	0	0		12.500
South Dako	ta	S	ta	te												
(winner i	n	co	nt	es	t))		0								100.
Southern N																
Stanford																96.428
Temple																
Wisconsin																

Editorial Writing

First place: Iowa State Daily Student, Iowa State College; second place: Silver and Gold, of the University of Colorado; third place: The Oklahoma Daily, of the University of Oklahoma.

Straight News Writing

First place: Daily Cardinal, of the University of Wisconsin; second place: Daily Texan, of the University of Texas; third place: University of Washington Daily, of the University of Washington.

Feature Writing

First place: The Oklahoma Daily, of the University of Oklahoma; second place: The Red and Black, of the University of Georgia; third place: South Dakota Collegian, of the South Dakota State College.

Sports Writing

First place: Indiana Daily Student, of Indiana University; second place: The Daily Texan, of the University of Texas; third place: Daily Kansan, of the University of Kansas.

Photography

Class I—News. Gary Schultz—University of Wisconsin—Picture, "Warehouse Fire."

Class II—Sports. Don Campbell—Northwestern Univeristy—Picture, "Got It!" Class III—Feature. Allyn Baum—Northwestern University—Picture, "It's Spring Again."

Class IV—Miscellaneous. Thomas Blair
— Northwestern University — Picture,
"Molten Pig."

Ohio State Revives Press Hall of Fame

TEPS have been taken to revive elections to the Ohio Journalism Hall of Fame, it is announced by the Ohio State University school of journalism. Inaugurated in 1928, the Hall of Fame honors members of the profession in Ohio for conspicuous service to journalism and provides a permanent record of these men and women.

Elections were held annually through 1942, and bronze plaques in the Journalism Building on the Ohio State campus list names of the journalists who to date have been elected by a committee repre-

senting the Ohio press.

No change is contemplated in the long-standing rules for election to the Hall of Fame. Any Ohioan or former Ohioan who has distinguished himself in journalism becomes eligible five years after his death. In electing the 41 members of the Hall of Fame only one exception to this rule has been made. The late Prof. Osman C. Hooper, founder of the Hall, was declared elected shortly before his death in tribute to his efforts to improve Ohio newspapers.

Harry B. Kahn Jr. (Penn State '44) has been appointed assistant to the director of public relations for Braniff International Airways. He will head the photographic section and edit the Braniff house organ. He served in the Pacific as a Naval officer during the war.

Alumni Editor

[Continued from Page 5]

Alumnus were published eight or a dozen times a year as are the vast majority of alumni magazines. But no; this publication appears twenty-six times a year, weekly in the fall and monthly during the summer. There goes that one-third business into the ash can.

OW to back-pedal a bit and discourse on this matter of the readers' lack of concern about the timeliness of publication. It's true. The editor may fret and fume but he never will hear a word from his subscribers so long as the book finally reaches its destination.

This same reader no doubt would hit the ceiling if his newspaper were an hour late on his doorstep, or if his SatEvePost arrived a day behind time. But just so long as some time or another his alumni magazine gets to him and he can sit down with his nostalgia and enjoy it restfully, he is satisfied. The story of the football game may be weeks late, but even though he saw it he seems to be perfectly happy to read about it all over again.

He reads it in a peculiar fashion too from back to front. The personal items are back there in the final pages and that's what he is most interested in. Maybe those newspaper editors who put their comics at the tag end of the paper are taking a tip from the alumni magazines!

Then he browses through the rest of the book, looking for new pictures of his changing campus, trying to find the names of familiar teachers, and searching for things about which he may brag at the next meeting of his Shakespeare and Inside Straight Club.

WITH this as the platform on which he has to work, perhaps it is a good idea that the editor isn't just an editor. All the other things he has to do give him the background for producing the kind of magazine his readers want. Maybe he should spend a lot of his time chinning with the old grads, thereby storing up his fund of knowledge about the campus and the grads of other days.

Maybe he should do his considerable

Maybe he should do his considerable stint of traveling around the country, meeting these readers of his and learning to talk their language at all times. It's probably important to him that he play his role in the campus societies to which he belonged as an undergraduate so that he can interpret the modern student at the class of the contractors.

dent to the old grad reader.

It no doubt is valuable for him to go visiting around the campus regularly, calling the professors by their first names and discovering what they are doing that the fellows on other campuses are not. Then he can hustle down into the editorial precincts and in his odd moments pound out the kind of copy that the alumni in the hinterlands will want to read.

ni in the hinterlands will want to read.

But when all is said and done, this combination doesn't spell a well-edited publication. And that is just what the majority of alumni magazines are not. They are thrown together in too helter-skelter a fashion. An alumni magazine should be—and really is—a running history of the

institution whose story it tells. It's a

most awfully permanent thing.

Its neatly-bound volumes—fifty-three of them in the case of *The Michigan Alumnus*—are carefully kept in the various libraries around the campus (and in the Library of Congress and the New York Public Library) for all to peruse who seek for information about the past. A Sigma Delta Chi, delving himself into some of his old issues, is not consumed with an inordinate pride always in what he finds.

THERE'S a change underway, however. At the national and district meetings of the American Alumni Council—the mutual benefit and protective association of alumni secretaries—the matter of magazines is thoroughly surveyed. Awards are given for editorial achievement. Higher and sounder standards are constantly stressed.

To meet this insistent demand from fellow workers for betterment, the secretaries of the larger alumni asociations are expending their magazine budgets to permit the addition of an editor to their staffs. This editor works, of course, under the supervision and editorial direction of the secretary. But he is not a part time fellow. The magazine is his to produce. And a better magazine is the result.

Maybe under this changing regime the book will come out on time. Maybe not, for traditions are hard to break. So for a time, at least, this particular editor will continue to fret and fume, remembering his old newspaper days and wondering what's wrong with himself, his printers and his "public."

SDX Past and Future

[Continued from Page 8]

ington and the Zeta chapter was established there soon after.

Then Purdue came through and became the first chapter installed by representatives of the fraternity. Prior to this time every chapter had been established by mail. A petition from the Ohio State Press Club brought the installation of that chapter in June, 1911.

When the fall of 1911 came, the chap-

When the fall of 1911 came, the chapter list grew to nine with the addition of Wisconsin. The establishment of the University of Illinois chapter took place in early April. 1912.

EANWHILE, the DePauw chapter under Laurence Sloan was governing the national fraternity. There was a vague feeling that nobody knew just where the fraternity stood and that something should be done about it. The need of a national convention was apparant.

After letters were exchanged, a program was drawn up and the first convention was called for April 26, 1912, at Greencastle, Indiana. The problems to be discussed were a fraternity publication, a new system of fraternity government, a definite expansion policy and ritual changes and constitutional amendments. Conventions have discussed these problems ever since.

Out of this convention came THE QUILL with Frank Pennell elected as the first editor. Volume I, Number I, came out in February, 1913, with a dateline of December, 1912. The reason: Pennell explained it was utterly impossible to get responses

from the chapters and that there was no copy in those stories that were received.

The 1913 convention was held at Madison, Wisconsin, and out of this meeting came a new expansion policy. It was decided that the personnel of a petitioning body, a vacillating quantity, should be considered of little weight. The degree of development of existing instruction in journalism within the school should be a more important factor. It was decided to print The Quill three times a year.

The report on internal organization read in part: "We recommend a strict interpretation of the membership clause as given in the Constitution, with the interpretation of journalism as including both the business and editorial side of newspapers, magazines and publicity work." The business side of journalism, of course, was later eliminated.

Four years and two conventions had built something of a foundation for Sigma Delta Chi. The framework of chapter ideals and activity, together with some of the professional spirit which was to become fundamental in Sigma Delta Chi had its first timbers in place.

come fundamental in little first timbers in place.

Laurence Sloan begged Secretary Steffan to "scratch that word 'honorary' from his letterheads." He wrote, "We ought to be professional. There's nothing honorary about a cub reporter."

The national organization suffered a severe blow at the start of 1914 in the unexpected death of Chester Wells, the fraternity's president. It was the Wisconsin chapter that suggested that a Wells Memorial Key be established. This is the key

that has been awarded ever since to the member who contributes the greatest service to the fraternity during the year.

T was the 1914 convention at Ann Arbor that raised the question of secrecy for the first time. The ritual committee recommended that the significance of the letter Sigma Delta Chi and the motto be made public, but a motion to that effect lost. A minority report suggesting that the word "honorary" should be retained in the official title rather than be replaced by "professional" was adopted.

word "honorary" should be retained in the official title rather than be replaced by "professional" was adopted.

Two years later at the 1916 convention at Missouri it was decided to eliminate the word "honorary" from the print style of the fraternity. Greek names for the chapters which had run as far as Beta Iota for Beloit were dropped also. In an effort to raise the standards of members a rule was adopted requiring the National Secretary to approve candidates.

Frank Mason became vice president and was to handle the Personnel Bureau. Before the year was out this agency was finding an occasional job for members.

It was the sixth convention at Oklahoma that finally abolished secrecy in the fraternity. It had been six years before that Lee A White had recommended that secrecy provisions be struck from the fraternity's Constitution. Slowly the idea that secrecy and the practice of professional journalism did not jibe was realized by the fraternity chapters.

It was this same convention that established alumni dues at one dollar, to help finance The QUILL. The fraternity's magazine had had its hard times.

The first light in its financial darkness came when Lee A White took over its editorship in 1915. He borrowed \$150 from

[Continued on Page 18]

Silverman Takes Over Weeklies In California

ERMAN SILVERMAN (Stanford '42) recently became editor and publisher of the Lafayette Sun and Orinda Boulevard News, acquiring the two weeklies and the printing establishment from the DeTar Publishing Co., Lafayette, Contra Costa county, Calif.

Silverman was formerly feature editor

Silverman was formerly feature editor of the San Francisco Call-Bulletin, a position he held since his discharge from the U. S. Army Air Forces in December, 1945. In the army, Silverman edited an Air Transport Command paper, distributed throughout Alaska and Western Canada, and which was named for two years straight the best offset paper published by any of the services. At Stanford he was managing editor of the Stanford Daily.

any of the services. At Stanford he was managing editor of the Stanford Daily.

Eleanor Silverman, also a Stanford graduate, 1943, will be associate editor.
(No title has yet been designated for their one-year-old son, Mark.)

Richard Dodderidge, Kansas State '47, industrial journalism graduate of Kansas State College last spring, has joined the Bruce Brewer advertising agency in Kansas City, Mo. Since graduation Dodderidge had been announcer for station KFBI, Wichita. While at Kansas State he was business manager of the Royal Purple, College yearbook, and sports editor of The Collegian, campus newspaper.

Recent appointments to the faculty of Ohio State University's school of journalism include Harold R. Jolliffe, (Ohio U. Professional '47) who came to the Ohio State Staff as associate professor from Ohio University, at Athens, and Manny N. Schor (Ohio State '40), a member of the University of Minnesota journalism staff last year, as instructor.

Herbert Hollinger (Kansas State '41) is the new director of publicity at Emporia State Teachers College. Hollinger worked on the Manhattan Mercury-Chronicle while attending Kansas State. He also worked on Garnett and Abilene newspapers and was in the public relations department of the Boeing Airplane Company in Wichita.

College Seminar on Press Freedom

NEW seminar exploring the concept of freedom of the press will be offered jointly by the department of industrial journalism and printing and the Institute of Citizenship at Kansas State College, beginning next semester, it is announced by R. R. Lashbrook, journalism department head.

Called "The Journalist in a Free Societies."

Called "The Journalist in a Free Society," the course will be conducted jointly by Dr. R. A. Walker, director of the institute, and Ted Peterson, assistant professor of journalism. It will cover a study of the thinking that has influenced the concept of freedom of the press, both in the U. S. and in other countries. It will consider the journalist's responsibilities in preserving and protecting this freedom.



William L. Collins

William L. Collins (Chicago Professional '44), a member of the International News Service for 16 years, has resigned as assistant news manager of the Chicago bureau to join the public relations department of Needham, Louis and Brorby, Chicago advertising agency. Bill also worked for the United Press and Time.

3 Newsmen Join Minnesota J. Staff

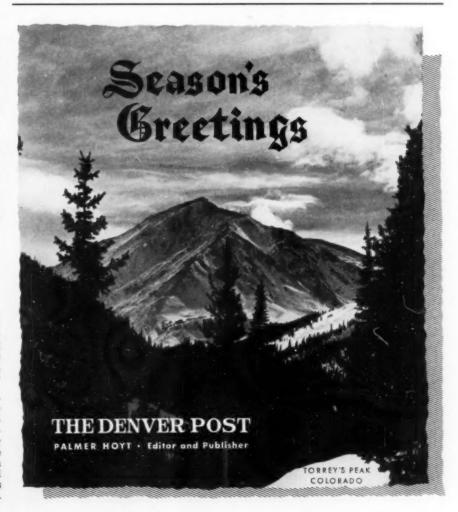
THREE experienced newspapermen joined the staff of the University of Minnesota School of Journalism this term.

Appointed assistant professor of journalism was Charles T. Duncan (Minnesota '36), who spent four years on staffs of Minnesota newspapers as a Northfield News reporter; advertising manager of the Park Region Echo, and managing editor, Redwood County Sun.

itor, Redwood County Sun.
Graham B. Hovey (Minnesota '38) is serving as a lecturer in journalism. After two years on the staff of the Waterloo (Iowa) Daily Courier, he joined International News Service in 1940 and worked in Detroit, Kansas City, Dallas, Tulsa, Chicago and New York.

As a war correspondent for INS, Hovey reported the Allied invasion of North Africa, the battles of Cassino and Anzio and the French Riviera invasion. In November, 1944, he joined the Associated Press Washington staff. For the past nine months he was an assistant editor in the Washington bureau of the New Republic.

Appointed instructor was Lewis S. Patterson (Northwestern '34), former United Press correspondent in Minneapolis. He graduated in journalism from Northwestern University in 1934, and spent five years on the staffs of New York and Washington papers and as news editor of two radio stations, KEHE, Los Angeles, and WCAE, Pittsburgh.



SDX Past and Future

[Concluded from Page 16]

a Seattle bank on his personal note. By extreme economy he managed to keep THE QUILL alive through the worst year of its existence. In addition he had kept up his work with the Washington chapter; he had contributed personally to THE QUILL and other funds; he was a conscientious member of the executive council and a thorough-going adviser.

It was White who had appeared before the American Conference of Teachers of Journalism in 1914 and secured recognition for the fraternity by the conference. And so in 1920, in recognition of the fact that he was the fraternity's outstanding figure, he was elected president.

PENING the 1921 convention at Ames, he stated:

"This convention is held that we may get our torches relighted, that we may consider our ideals and our problems. The distribution of ideas and ideals is the purpose of Sigma Delta Chi. It is time for the fraternity to quit distributing embossed papers and pledges. It is time to redeem our pledges in actual accomplishments. If there is anything that Sigma Delta Chi stands for it is service. The true test of the organization is that its idealism should hold with its men as they go

out into the profession."

It was during this year that the fraternity had petitions or feelers from 19 different colleges or universities. The chapter efficiency cup was established. Five alum-

ni chapters had been established.

The closing minutes of the 1922 convention record these interesting statements referring to a change in name:

"That the present forward-looking policy of Sigma Delta Chi indicates the work of the fraternity must necessarily extend further into the actual field of journalism, and that in doing so some provision for changing the name of the fraternity may become necessary outside the undergraduate field.

"The committee does not recommend any change in the name Sigma Delta Chi, either inside or outside the undergraduate field, but calls to the attention of Sigma Delta Chi membership the need of extending the ideals and aims of the fraternity to the entire journalistic profession, even if this entails some alteration in the present form of the fraternity itself.

"The time may come eventually when Sigma Delta Chi can take over, or at least back, the establishment of a national association of advanced journalists, and this committee believes it is well to look forward to that development with open mind."

THE QUILL Endowment Fund plan was proposed by President Ward Neff and approved by the 1923 convention. This plan provided for a fund to be built up from QUILL life subscription income and to be invested. It has been the income from the investments made by the trustees of the fund that have enabled The QUILL to publish monthly in 1930 and to continue publication through the years.

It was in 1925 that the Personnel Bureau was established as a selective placement service for members, the bureau that had been a hazy idea for some ten years. It was Bob Tarr, then an executive councilor, who assumed direction of the bureau in

his spare time and put it into operation at Detroit. It was hoped that the revenue would help finance the establishment of a headquarters office and a full-time secretary.

retary.

In January, 1928, a central office was established in the building occupied by the Daily Drovers Journal in Chicago. There past president Ward Neff had his offices, as did the chairman of the executive council, Charles E. Snyder, editor of the Drovers Journal. Space was provided by Mr. Neff at no expense to the fraternity.

George Courcier became the first executive secretary in that same year, followed by Theodore Berchtold who served during the summer of 1929. Al Bates took over the administration of the headquarters in the fall of 1929 and resigned in 1934 to

join Swift and Company.

Jim Kiper had been hired to replace Bates and reported to work on a Saturday afternoon in May, 1934. This was the same afternoon that the headquarters along with all supplies and valuable records, was wiped out in the stockyards fire that swept the building.

The master book of enrollments and a few charred records were saved. With these as a basis, the great task then was to restore missing information and rebuild the records.

In 1937 National Headquarters moved to 35 East Wacker Drive, Chicago, its present location.

THE twenty-second convention in Topeka in 1937, like many before, acted on proposals to strengthen the professional activities and organization of the fraternity. Out of this convention, however, came changes which remain today in our constitution and by-laws.

The scholarship award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the fraternity's policy to encourage broad preparation for entry into professional journalism.

The Sigma Delta Chi awards for distinguished service to journalism were first conceived in 1916, seven years after the founding of the fraternity and about the same time that the Pulitzer awards were first made. However, it was not until 1932 that the fraternity leaders could agree upon a method of selection for some awards (nor find the money to sponsor them).

During 1932 six newspapermen were recognized for their contribution to "the dignity and responsibility of the profession of journalism." No awards were presented again until 1935, when the fraternity emerged with only one division—Research in Journalism. Under the direction of a special committee a \$50 prize was presented at that time to Oscar Riegel and successive awards were made for 1937 and 1938.

In 1939, Sigma Delta Chi inaugurated its present awards making five awards during that year. Today, the awards cover ten divisions and are made annually for work performed during the preceding year.

THAT briefly, traces the growth of Sigma Delta Chi. Although in existence for thirty-eight years, the fraternity has held only twenty-eight conventions.

The first convention, of course, was held in 1912, three years after the founding. The 1915 convention was cancelled at the last moment because of inability of the University of Iowa undergraduate chapter to prepare the convention.

The 1917 convention, awarded to the University of Illinois was cancelled because of war, which also prevented holding a meeting in 1918. The 1932 convention was cancelled because of national economic conditions. The 1942, 1943, 1944, and 1945 conventions were again prevented by war.

During these thirty-eight years a total of sixty-two charters have been granted to undergraduate chapters. Some dropped by the way and today we have forty-six active chapters, comprising five to six per cent of our national membership of almost 15,000. (Three were added at Washington, bringing the roll to forty-nine.)

ington, bringing the roll to forty-nine.)

During these thirty-eight years the Quill has had fifteen editors; its circulation has risen to its highest peak. The fraternity has been administered by some one hundred national officers and Luther Huston is our thirty-first national president.

N the coming year, the resolve of Sigma Delta Chi, in my mind, should be to step into the active leadership in journalism to which its years of apprenticeship and development have entitled it.

ship and development have entitled it.
Sigma Delta Chi is more than some 400 undergraduate members studying for journalism. It is more than a group of fact-finding members. It is more than a holder of conventions, a passer of resolutions, a framer of statements.

Sigma Delta Chi represents all of journalism in all of its forms, and its members come from every rank. Other associations do not do that.

Sigma Delta Chi occupies a strategic and unique position. It has the broad membership. It has the field and it is earning the confidence of American journalism

When problems of journalism are at stake, Sigma Delta Chi should take the first leadership in their solution. We don't have to wait for other organizations and associations to take the lead.

America needs one organization of all journalism and we should be it.

SIGMA Delta Chi must exert these influences in journalism.

It must hold the lamp of inspiration before the energetic student. It must maintain an organization of un-

dergraduate and professional chapters.

It must convene annually at National Convention.

It must be active in a program of research in journalism.

It must use its influence to curb reprehensible practices in journalism and at times to censure those found flagrantly violating the high conceptions that the fraternity holds.

It must maintain a selective employment service.

It must publish a magazine, a journal for editors, writers, and publishers.

It must encourage the proper preparation for the right kind of men for journalism.

It must recognize achievements in journalism by individuals and publications, student and professional.

It must recognize outstanding scholarship in journalism.
It must mark sites of historical signifi-

ance.
It must protect Freedom of the Press.

1947 Awards in Journalism

Nominations for the 1947 Awards in Journalism to be made by Sigma Delta Chi, professional journalistic fraternity, are invited now. Nominations may be made by the author of the work, the publication, the radio station or any other party.

Awards are offered to Americans for excellence in the following fields:

- ★ General Reporting: For a distinguished example of a reporter's work published in the United States during 1947.
- ★ Editorial Writing: For a distinguished example of an editor's work published in the United States during 1947.
- ★ Editorial Cartooning: For a distinguished example of a cartoonist's work published in the United States during 1947.
- * Radio Newswriting: For a distinguished example of a radio newswriter's or commentator's work, broadcast in the United States during 1947.
- ★ Radio Reporting: For a distinguished example of a radio reporter's work broadcast in the United States during 1947.
- ★ Washington Correspondence: For a distinguished example of a Washington correspondent's work published in the United States during 1947.
- ★ Foreign Correspondence: For a distinguished example of a foreign correspondent's work published in the United States during 1947.
- ★ News Picture: For an outstanding example of a photographer's work published in the United States during 1947.
- ★ Research in Journalism: For an outstanding investigative study in journalism based upon original research, either published or unpublished and completed during 1947.
- * Courage in Journalism: For an important public service rendered by a newspaper in the face of strong opposition from antisocial forces. The nomination must be accompanied by clippings or tearsheets from the newspaper revealing all phases of the service from beginning to conclusion, together with a statement of facts concerning the circumstances under which the service was rendered.



Nominations are not made on any specific entry form but each must be accompanied by manuscript or recording (in radio divisions) or clippings with the name of the author, name of publication or broadcasting station, the date of publication or broadcast and a statement revealing the circumstances under which the assignment was fulfilled providing the circumstances were of significance. Nominations and accompanying material must be received by March 1, 1948, and should be sent to:

PROFESSIONAL AWARDS COMMITTEE

Sigma Delta Chi Suite 740 35 E. Wacker Drive Chicago 1, Illinois

"The symbol of distinguished service in journalism"

"Next Year I'm Going to ..."

YES, these are the days for noble resolutions...
with a great big 1948 ahead for fulfilling them.
Self-promises for your family, your home, yourself,
and your job...

More power to you, friend. We hope they all come true.

And if E & P can help you do that better job in

your day's work . . .

WELL, that's the resolution we've been living up to for 63 "New Years."



EDITOR & PUBLISHER

The Newspaper for Newspaper People

TIMES TOWER, TIMES SQ., NEW YORK 18, N. Y.

Subscription rates—domestic, \$5.00; Canada, \$5.50; foreign, \$6.00.